

TJA
ADVERTISING
& PUBLIC RELATIONS
500 Cypress Street, Suite S11
Pismo Beach, CA 93449

Attachment #1

Avila Beach 2013-2014 Recap

Facebook:

- “Like” and “comment” on posts related to Avila Beach to increase our page visibility
- Placed and monitored Facebook ads to increase traffic to the lodging page of our website and increase likes and page views on Facebook.
- Post upcoming events, fan photos, etc. and will continue to encourage overnight stays in Avila Beach
- Create contests and giveaways to enhance brand, create engagement, build e-newsletter subscribers, etc.

Facebook Stats

May 2013 - March 2014

Fans		% Increase
2013	8,057	
2014	17,000	
		<u>111%</u>

Weekly Average Impressions

2013	52,447	
2014	63,786	
		<u>22%</u>

Weekly Average Reach

2013	16,212	
2014	31,505	
		<u>94%</u>

Pinterest: (123 followers)

- Pin “boards” on activities, restaurants, lodging specials, etc. as needed
- Re-pin others posts about Avila Beach to create and interaction with fans
- “Like” fan photos/boards to increase our visibility
- Update events board

Instagram:

- Post fan photos and event flyers
- Our Instagram now has 351 followers (can be viewed from a smartphone at @avilabeachca or online at www.instagram.com/avilabeachca).

YouTube

- Upload new YouTube videos will appropriate tagging for SEO
- Place and monitor YouTube ads to increase traffic and visibility

Website

Total visitors to the website from May 2013-March 2014

- 122,497
- Page views 342,907
- Lodging Referrals 24,803

Special Landing Pages views

- Win Overnight Stay: 2,290
- AMGEN Tour home page: 1,960
- Rockin' Harvest: 1,393
- Winter Event: 800
- Stewardship Travel: 319
- Mobile version

VisitAvilaBeach.com Comparisons

May 2013 -> March 2014 - Visitors: 122,497

May 2012 -> March 2013 - Visitors: 89,697

Compare Difference: +32,800 or + 36.57%

May 2013 -> March 2014 - Lodging Referrals: 24,803

May 2012 -> March 2013 - Lodging Referrals: 20,359

Compare Difference: +4,444 or + 22%

May 2013 -> March 2014 - Mobile Visitors: 32,203

May 2012 -> March 2013 -Mobile Visitors: 23,444

Compare Difference: +8,759 or + 37.36%

- Created mobile website
- Created special landing pages

- Contest pages
- Stewardship Travel
- Harvest Festival
- AMGEN
- Winter Holiday Event

Marketing and PR

- Hosted Contest winners and produced activity video
- Hosted Journalist from Westways Magazine
- Hosted Journalist from Yahoo Travel
- Hosted Greg Aragon Traveling Boy blog and various regional newspapers
- Secured press outreach with Touring and Tasting Magazine
- Worked on Stewardship Travel Tote Bag program
- Coordinated media and events for AMGEN Tour
- Produced Avila travel video for AMGEN
- Coordinated PR and media outreach for Avila Farmers Market
- Worked to help promote events and dinner at Central Coast Aquarium
- Promoted Holiday Event
- Promoted Albacore Dinner fundraiser
- Worked on SAVOR events and promotions